

*Draft Until Approved*  
SLO Wine Lodging Alliance  
Board Meeting Minutes

January 9, 2019 - 155 Valley View Place, Arroyo Grande

**Board Members Present:**

Jena Wilson  
Laura Jeffrey  
Leigh Woolpert  
Lizzy Thompson  
Pat Goetz

**CBID:**

Cheryl Cuming (CAO)  
Laila Coleman CBID Board Past Chair

**Others Present:**

Landy Fike, Admin  
Judith Cohen, Solve Agency  
Monica Carinio, Solve Agency

**Absent:** none

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1. **Call to Order:** by Co-Chair Lizzy Thompson at 3:37 pm.
2. **Public Comment:** none
3. **Consent Items:** The November 14, 2018 minutes were submitted for review and approval. A motion was made by Leigh Woolpert and seconded by Lizzy Thompson to approve the minutes. With no further discussion, the minutes were approved by a voice vote of the local advisory board. Pat Goetz and Laura Jeffrey abstained.
4. **CBID Local Fund Update:** CAO Cuming introduced Laila Coleman, past chair of the San Luis Obispo CBID Board of Directors. Coleman stated all board members are listed on the new website and encourages all to contact. Welcomed all to attend the Board meetings. Feels like the CBID Board is making headway with communication and integration with the LFAs. Our groups are a unique setup, there are no other models similar to ours. Coleman expressed appreciation to the board for their volunteer work and is making the rounds of the LFAs to evaluate and provide support for Cuming. She noted that the #1 goal is to benefit the lodging industry. Encouraged all to check out the new H1DR website as it is so much more engaging and to notify them of any mistakes plus take advantage of the travel trends that Cheryl provides. Financial updates for LFAs are not always current, but trying to keep it simple. Nikki working hard and AirBnB is an issue. CBID is complimenting the efforts of SLOCal and working at establishing boundaries and guidelines that empower each other.  
CAO Cuming reported that growth looks large, but half of the rental properties are not actually rented out. This affects revenue forecasting. Coastal Discovery Celebration flyers are out, landing page launched and weekly emails have begun. The very popular free movie at Hearst Castle is playing, whale blog, Find Your Wonder and History & Heritage Trail all available as tools.  
PR - ticked off 7 of the 50 targeted medias.  
The county is not able to share how constituents pay, not considered public information.

AirBnB - a year of tax revenue will be approved at the next CBID Board meeting, Jan 23, it will be an annual accounting. This will show as a lump sum on our financials and then monthly moving forward. The county continues to monitor compliance. Looking to partner with SLOCal with study on vacation rental inventory. What would average rents be? What percentage of rentals vs neighbor is appropriate. The good news for our industry is that with the Tahoe law thrown out, local governments cannot restrict vacation units.

Goetz expressed frustration that the county does not share the contact information of our constituents so that we may contact for profile updates and share marketing information. She asked if it's okay for us to attempt on our own. Cuming said it's perfectly fine to do so and Cambria has been doing so for some time.

5. **Budget Update:** Leigh Woolpert

2.4 % is our portion of overall collections for the '17/'18 collection period. Finances looking okay.

6. **Member Updates, Committee Reports:**

Marketing: Judith Cohen reported incremental social growth. Facebook overall is down compared to Instagram and Twitter. Reminded us to share and engage.

Introduced Monica Carinio, Solve's director of content management. Carinio explained why it is so important to engage with SWLA posts. Organic reaches are the most effective. Tag the posts, like and comment on posts and at a minimum like the page. She is always hunting for content, push any content you have to her.

Newsletter - email is ready. Any specials, please send to Danielle.

Web page showing incremental growth. Just cleaned up the links so searches should be cleaner. Cuming shared that CBID is looking at SEM buys for all LFAs.

Cohen asked about video creation and the need for updating our YouTube.

Woolpert- would need to see how budget shakes out.

7. **Action/Discussion Items –**

a. **Photo Contest**

Scheduled to start February 15th and run through March 31st. Looking for theme, "Enter the \_\_\_ Contest". Ideas thrown out: Greener than Ireland, or romance. Solve will brainstorm more and clear with marketing committee. Will send photo contest information to SLOWine for use in their monthly newsletter.

b. **Promoting New EVAGV Constituents**

The constituent list has grown with 89 new constituents that do not have profiles created for use on social media. Carinio handout proposal with time and costs to build out profiles. There are 10 of the new 89 that have live profiles on H1DR but are not high quality enough for use on social. Decided to start with those 10 with Carinio contacting them and obtaining the needed images content for copy. To move forward, Solve would need \$1000 for the 1 hour per constituent proposal.

**A motion was made by Lizzy Thompson, and seconded by Pat Goetz, to approve the \$1000 for the ten newest lodging constituent profiles for social media. With no further discussion, it was approved by a unanimous voice vote of the local Advisory Board.**

**9. Future Agenda Items/New Business:**

Solve suggested that we look into sending a welcome letter to the constituents, with marketing info, social channels and board contact information. Increases awareness and may lead to more involvement.

**10. Closing Comments:** none

**11. Next SLO Wine Lodging Alliance Board Meeting:**

Date: March 13, 2019

Time: 3:30 pm

Location: TBD

**12. Adjournment:** The meeting was adjourned at 5:00 pm.